

Abstract

Diploma thesis „Meaning and development of traffic information and its specifics “ deals with function of media, interactivity, news genres and traffic information as a necessary part of nowadays society. It also looks at the media and their meaning in the process of distributing traffic information. The diploma thesis also charts the behaviour of subjects, that are professionally dealing with traffic information. It focuses on news systems and individual broadcasting, that are distributing information about traffic. It also evaluates process of distributing traffic information as a welfare service. The thesis prove that such information are helpful to the public. Timely intelligence and realistic information may help not just the individual drivers, but also to the society as the whole, to the environment and the economy of companies as well. The diploma thesis denotes the beginning of first local system, that collects, processes, distributes and keeps traffic news – Integrated system of traffic information, these information are available for everybody, who applies for them, service is free of charge. Mainly media use this system. I also try to bring closer some technical inovations in traffic broadcasting, that made milestones in this relatively new discipline of mass communication.